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Digest

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ARE MOVIES BETTER THAN EVER?

The Editor of the Canadian Moving Picture Digest takes pleasure in presenting the speech of Spyros P. Skouras, president of 20th Century-Fox, at a panel discussion on "Are Movies Better Than Ever?", sponsored by the Harvard Law School Forum, Cambridge, Mass. The address by Mr. Skouras is an affirmative declaration which embodies a series of factual statements, revealing why movies are Better Than Ever, and why motion pictures remain the most satisfying and the most popular form of entertainment.

—Editor.

I AM grateful for this high opportunity to express my own particular thoughts about a medium with which I have been associated practically all my life, from the time of its humblest beginnings.

I can remember when people were ashamed to be seen in nickelodeons, and I cheered when the same people enjoyed the movies and I rejoiced when even the sophisticated were eager to be associated with the movies.

From this insignificant stage, the movies have reached the highest importance in the lives of people in the United States and throughout the world.

Millions cherish the movies as their only truly popular entertainment.

Movies have helped to spread civilization and add to culture, stimulating people to seek other means of enlightenment.

They have uplifted the minds of the people toward higher thinking and better manners; given them greater understanding of their responsibility to their community and their fellow man; inspired them to greater achievements; and helped to promote brotherhood.

The spirit of freedom inherent in the movies so alarmed Hitler and Mussolini that they banned American pictures. And Stalin today is doing the same thing.

World interest in movies is so great that in Hollywood today there are more than 400 representatives of newspapers of all countries.

Let me make a further illustration. During the war when newsprint was so scarce, and important newspapers overseas, including London, were reduced to two pages, it was astonishing to me to see everywhere that Hollywood was still reported, at the sacrifice of other items of world interest.

Now, ladies and gentlemen, the motion picture excels all other forms of entertainment because the camera has so few limitations and can open vistas no other medium can touch.

It can sweep over the universe, reach back into history, and even imaginatively project the future for the eye and the mind.

We, of Twentieth Century-Fox gave birth to the phrase "Movies Are Better Than Ever" and I welcome this opportunity to prove its legitimacy.

In March 1950 more than 10,000 exhibitors joined us in meetings throughout the country in their enthusiasm to carry this message to the American public.

Why are movies better than ever?

Because they are more mature, more realistic, more authentic, more courageous, and because they cover a wide range of subjects relating to the vital current interests and welfare of the public.

Motion pictures today have met many standards of perfection and artistic growth, including technical improvements.

Audiences today can enjoy black and white photography of the quality of *THE NAKED CITY*, *BATTLEGROUND*, *THE GUNFIGHTER*, *ASPHALT JUNGLE* and color photography such as *BIRD OF PARADISE*, *SHE WORE A YELLOW RIBBON*, *KING SOLOMON'S MINES*, *CINDERELLA*; sound recording, in pictures like *SUNSET BOULEVARD*, *ANNIE GET YOUR*

GUN, *NO WAY OUT*; background music, as in *THREE CAME HOME*, *THE MUDLARK*, *THE FLAME AND THE ARROW*, *SAMSON AND DELILAH* and the unique use of a single instrument, like the zither in *THE THIRD MAN*.

Do you remember *HELL'S ANGELS* and is there any comparison between that picture, with its romantic scenes between Ben Lyon and Jean Harlow, and *TWELVE O'CLOCK HIGH* with its surpassing artistic and technical qualities in dialogue and action, its honest and eloquent record of the exploits of our Air Force, minus contrived love scenes.

To me, the most gratifying achievement in movies is the advancement of the story content which today is plausible and mature.

The producers, with their writers, do not depend only upon their original scripts and stories.

With the improved creative craftsmanship they can present pictures like *GREAT EXPECTATIONS*, *QUARTET*, *THE BLACK ROSE*, *PRINCE OF FOXES*, *FOURTEEN HOURS*, and many films like *BORN YESTERDAY* and *HARVEY*.

Original screen stories like *BITTER RICE*, *THE GUNFIGHTER*, *MYSTERY STREET*, *PANIC IN THE STREETS*, *WHEN WILLIE COMES MARCHING HOME*.

And in reverse, Broadway's Rodgers and Hammerstein adapted *ANNA AND THE KING OF SIAM* as a musical.

Can you prepare motion picture musicals of the past with productions like *MOTHER WORE TIGHTS*, *EASTERN PARADE*, *BLUE HEAVEN*, *THE JOLSON STORY*, *ROYAL WEDDING*, the Crosby and Hope pictures, and the Danny Kaye musicals, and now his latest, which will be *ON THE RIVIERA*?

Everywhere you go, you will see and hear people dancing and singing to

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PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

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MORE GREAT MOVIES!



"DIVIDEND" OFF TO FLYING START!

Tops "Royal Wedding" and equals "Father of the Bride" in first 10 spots as follows: First 3 days Buffalo, New Haven, Bridgeport, Nashville, Kansas City, Los Angeles (Two theatres). First 4 days Danbury. First 2 days Washington, D. C. First 5 days Norwich. Now Radio City Music Hall joins the box-office party!



"GREAT CARUSO" SETS NEW HIGH!

The Preview at Loew's 72nd St., N. Y. makes history! The Motion Picture Research Bureau reports a new all time audience survey record: **HIGHEST PERCENTAGE "EXCELLENT RATING" OF ALL TIME! PREVIOUS RECORD HOLDER WAS "BATTLEGROUND"!**



*PIER ANGELI
hailed by press
as New Star!*

"TERESA" BREAKS HOUSE RECORD!

World Premiere of M-G-M's "TERESA," Story of a Bride, at Trans-Lux 52nd St., N. Y. sets new high for house topping first week of "Seven Days to Noon," previous record holder that ran almost four months! "All honor to those who made it," says N.Y. Times as critics acclaim a new star in her first big American picture.



"ROYAL WEDDING" NATIONWIDE SOCKO!

In its first 156 engagements it is doing:

99% of "Kim"

98% of "Summer Stock"

90% of "Three Little Words"

81% of "Annie Get Your Gun"

And that means terrific business everywhere!

RAY PRESENTS



MARY Pickford, Toronto-born world-famous screen personality was the guest of honor at a dinner on Saturday night, at the Chateau Laurier Hotel, Ottawa. Mary made a special trip to Ottawa to officiate in the presentation of the Canadian Annual Film Awards. Another Canadian Film Pioneer, Leo Ernest Ouimet was a special guest of honor. It is not necessary to introduce Mary Pickford, who has for many years been active in motion pictures as a star and a producer, but our readers may require some refreshing of memory concerning Canada's veteran motion picture pioneer Ernest Ouimet, who is honorary president of the Montreal Branch of the Canadian Picture Pioneers.

When the Digest first started its publication in 1915, Mr. Ouimet was operating Regal Films with exchanges in Canada, and first introduced that virile Rooster trademark of Pathe's.

Ernest Ouimet, believed that the growing Canadian motion picture industry should have a Canadian published magazine, and for many years utilized the services of the Canadian Moving Picture Digest as a medium for publicizing and advertising the product which he was selling in Canada. I recall my many visits with Ernest Ouimet, the value of his guidance and support, and while I am mentally walking backwards through the years of memory, I link in this pleasant and inspiring chain of events, a portrait of the late Clare Hague, another strong supporter of the Digest, and a pioneer in film enterprise in Canada as Canadian representative of Universal Films.

WHEN Ernest Ouimet sold his trademark of Regal Films to the late N. L. Nathanson, and Mr. Nathanson acquired the Metro-Goldwyn-Mayer franchise, I found a new friend for the Digest in Nicholas M. Schenck, who was the power behind the throne of the late Marcus Loew's film enterprises.

Each of these pioneers, which I have named, and I am happy to state that Nicholas Schenck is still a dominant and vital personality in our whole motion picture industry's development and activities, contain within themselves a fascinating story. Although Ernest Ouimet is no longer actively engaged in motion picture enterprise, his heart is still in this industry in which he is a veteran-pioneer, and his experiments in the field of projection are being watched with interest.

Back in our Infancy Years, Ernest Ouimet was a projectionist at Shomer Park, Montreal, this was prior to the birth of the Digest, and takes us back to 1905-1906. He converted a dance-hall in Montreal, for the exhibition of motion pictures. The following year, 1908, he opened the movie palace in Montreal, naming it the Ouimetscope. Being a showman, Mr. Ouimet operated on a Roadshow policy, two shows daily, advance seat sale, orchestra and concert artists, introducing for the first time this form of movie deluxe operation on the American continent.

I can remember that later on, he had a repertoire company, the players talked behind the screen, for the characters on the screen, a forerunner of talking pictures. I believe that Ernest Ouimet would have still remained active in distribution had not his decision to leave Canada for California been forced through the fact that several of his children, reaching a certain age, developed an illness, provoked by our then severe Canadian winters which resulted in their death. But Ernest Ouimet, eventually returned to Canada, to again be with his old showman friends, and to enjoy with us the growth of the Canadian Moving Picture Industry, and the Canada of which he was a part and which he loved.

ONE of the many highlights of the third annual presentation of the Canadian Film Awards, held on the stage of the Odeon Theatre, Ottawa, under the sponsorship of the Canadian Association for Adult Education, was the ceremony involving these native-born film pioneers, Mary Pickford of Toronto, and Leo Ernest Ouimet of Montreal.

Miss Pickford, who arrived in Ottawa from Hollywood last Saturday, placed a Special Award in the hands of the 74-year-old Ouimet in recognition of his contributions to film making in this country.

Mr. J. P. Barwick welcomed the audience, which included Cabinet Ministers, Members of Parliament, resident diplomats and film producers and their associates, on behalf of the Ottawa Film Society, hosts of the evening. Miss Pickford, who delayed a trip to Europe to make the major Award presentations, was introduced by Mr. D. R. Michener, Chairman of the Canadian Film Awards.

TOP awards in the Theatrical Film Class and the Non-Theatrical Films Class went to "APRES LE BAGNE" and "FEELING OF DEPRESSION" respectively. Mary Pickford, in making the presentations to the producers, read out the tributes paid by the judges to the award winning productions.

"APRES LE BAGNE" is the French language version of the National Film Board's "AFTER PRISON, WHAT?", one of the En Avant Canada (Canada Carries On) series, distributed in this country by Columbia Pictures of Canada Limited. Produced by Sydney Newman, written and directed by Ronald Weyman with narration and leading role by Lionel Villeneuve. The film "depicts with insight and honesty the rehabilitation problems of the released prisoner, and is highly rated for its acting and direction."

The National Film Board's "FEELING OF DEPRESSION" was produced for the Department of National Health and Welfare by Tom Daly, and directed by Stanley Jackson. Described as "a delicate theme, the case history of a neurotic personality, handled with very great skill, sensitivity and understanding," the film is the latest in the well-known psychiatric series.

AN unusual presentation of great interest to Canadians was made by Mr. Fred Dillon of the Canadian Motion Picture Distributors Association in the form of an original letter, written by the great American inventor, Thomas Edison, to the Holland Brothers in Ottawa, May 1st, 1894, thanking them for successfully exhibiting the Kinescope, the precursory of the motion picture projector, in Ottawa's West End Park. As far as is known, the Holland Brothers' venture was the first public movie exhibition in this country, and the letter was presented to Dr. William Kaye Lamb, Dominion Archivist, for permanent exhibition in the National Archives. Miss Pickford, a director of the Edison Pioneers, received a facsimile of the letter for presentation to the Edison Museum, East Orange, New Jersey.

In the Theatrical Films Class, Miss Pickford presented one Special Award and three Special Commendations. The Special Award went to "SITZMARKS THE SPOT," a short skiing comedy made by Associated Screen News for Warner Brothers. Selected as "an outstanding job in handling a comedy theme, a field in which few Canadian films have excelled," "SITZMARKS THE SPOT" stars John Pratt, was co-written by John Pratt and Gordon Sparling, produced by B. E. Norrish and directed by Gordon Sparling. This short recently won an award in Italy.

THEATRICAL Class Special Commendations went to Winston Barron and the Canadian Paramount News, a weekly newsreel issued by Paramount Film Service and
(Continued on Page 8)

Toronto and District

BILL PRESS

There were real orchids from Hawaii for the first 100 ladies at the opening matinee of "Bird of Paradise" at the Capitol Theatre, Brantford, through a special arrangement by Manager Bill Burke with Graham's Florists of the Telephone City.

The florist had imported the blooms by airplane from the Pacific Island and it was pointed out that the orchids had been growing in Hawaii only a short time before their presentation to the theatre patrons.

A mystery fire in the Granada Theatre, St. Thomas, which has been closed for some time, has resulted in an arson charge by local police against a homeless nine-year-old boy. The child is also believed by St. Thomas authorities to have set fire to another building there. The loss in the two fires was placed at \$25,000.

In connection with the holding of the annual general meeting of Famous Players Canadian Corp. at the Toronto headoffice April 24, it was brought out that the company has 4,467 stockholders of whom only 152 are not residents of Canada.

The Famous Players' capital stock consists of 1,800,000 common shares of which 1,737,072 are issued and fully paid.

A poll of patrons at Shea's theatre by Gordon Atkinson for Station CHUM on the question of film-story preferences resulted in favor of musicals, particularly with story background, according to the announced result. Comedies were second and dramas came third.



Famous Players have announced the appointment of Gurston Rosenfeld to booker of their subsequent run theatres. Mr. Rosenfeld will take on these theatres in addition to his other duties as assistant to Bob Meyers.

A number of drive-in theatres around Ontario opened for the season on April 11 or April 14, with unchanged policy.

Lightstone Elected To Fifth Term

Establishing a precedent for length of service, Mr. Gordon Lightstone, Canadian General Manager of Paramount Film Service Limited, has been re-elected to serve a fifth term as president of the Canadian Motion Picture Distributors Association.

G.S.M. for Columbia Pictures, Mr. Harvey Harnick was also re-elected to serve a third term as vice-president of the Association.

Together with this announcement by Fred C. Dillon, executive-director of the CMPDA, there was given results of elections of officers for Film Boards which are affiliated with the Canadian Motion Picture Distributors Association. Election of officers in local Film Boards placed the following in office:

TORONTO

President—Mr. I. Coval, Warner Bros. Pictures Distributing Corp.
Vice-Pres.—Mr. P. Myers, Twentieth Century Fox Corp. Ltd.
Secretary—Mr. Fred C. Dillon.

MONTREAL

President—Mr. H. Cass, MGM Pictures of Canada.
Vice-Pres.—Mr. G. Kiely, Warner Bros. Pictures Distributing Corp.
Secretary—Mr. T. Dowbiggin, Paramount Film Service Ltd.

WINNIPEG

President—Mr. S. Gunn, Paramount Film Service Ltd.
Vice-Pres.—Mr. S. James, Selznick Alliance Releasing Org.
Secretary—Mr. F. Davis, Warner Bros. Pictures Distributing Corp.

CALGARY

President—Mr. R. Radis, United Artists Corp. Ltd.
Vice-Pres.—Mr. H. Ross, Columbia Pictures of Canada.
Secretary—Mr. A. Elliott, RKO Distributing Corp.

VANCOUVER

President—Mr. J. F. Davie, RKO Distributing Corp.
Vice-Pres.—Mr. H. Woolfe, United Artists Corp.
Secretary—Mr. J. Reid, Eagle-Lion Films of Canada.

MARITIME

President—Mr. L. Simon, Columbia Pictures of Canada.
Vice-Pres.—Mr. A. Lee-White, RKO Distributing Corp.
Secretary—Mr. J. Bellamy, Empire-Universal Films Ltd.

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Peppercorn New Canadian RKO Sales Manager

Carl Peppercorn has been appointed to the post of Canadian District Manager for RKO Radio to succeed the late Leo M. Devaney, it was announced by Robert Mochrie, vice-president and general sales manager. Peppercorn will make his headquarters in Toronto.

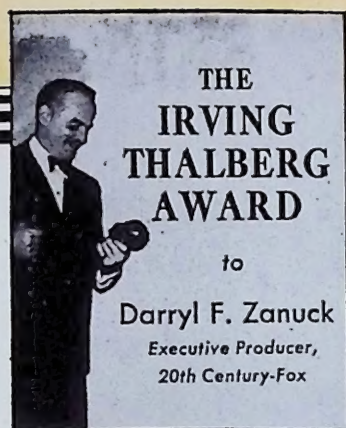
A graduate of New York University, Peppercorn entered the film business 24 years ago with the old FBO, forerunner of the present RKO Radio Corporation. He started as a booker in New Haven, progressed to office manager, then salesman, and at various times was attached to the Seattle, Oklahoma City, and Pittsburgh branches. During World War II, and for a period of three years, he served in the United States Navy in battle areas and was finally discharged for disability incurred in line of duty.

Upon his return to civilian life, Peppercorn returned to RKO and was appointed sales manager of the New York branch. Three years ago he was appointed assistant to Charles Boasberg, the post he left to come to Toronto.



CARL PEPPERCORN

**"FOR CONSISTENT, HIGH-QUALITY
PRODUCTION FOR THE PAST 3 YEARS!"**



MR. ZANUCK's production program for 1951 is even more ambitious and strives for even higher quality than in the past three years that earned him this coveted award. The following pictures are now in your exchanges and are available for booking. They merit your very earliest viewing.

HALLS OF
MONTEZUMA
TECHNICOLOR

CALL ME
MISTER
TECHNICOLOR

THE
MUDLARK

BIRD OF
PARADISE
TECHNICOLOR

I'D CLIMB THE
HIGHEST
MOUNTAIN
TECHNICOLOR

THE
13th LETTER

YOU'RE IN
THE NAVY
NOW

I CAN GET
IT FOR YOU
WHOLESALE

FOLLOW
THE SUN

14
HOURS

ON THE
RIVIERA
TECHNICOLOR

RAWHIDE



and Coming in September
DAVID AND BATHSHEBA
Technicolor!

There's No Business Like **20**th CENTURY-FOX Business!

15th Annual Variety Convention

The 15th Annual Variety Club International Convention schedule, looks like a big show for its members. The program lined up is as follows:

WEDNESDAY — May 9:

1. Registration and "Get Acquainted."
2. Faye Emerson Show telecast from Convention Headquarters — with you as the audience.
3. Night game— National League Baseball — Phillies vs. Pittsburgh..
4. Reception and buffet supper.
5. Open House — dancing until the wee small hours.

THURSDAY — May 10:

1. Delegates Business Session.
2. Luncheon for all Convention Registrants.
3. (Ladies only) Shopping Tour in Philadelphia's famous Chestnut Street stores.
4. (Ladies only) Morton Downey to be present and sing.
5. Afternoon game — National League Baseball — Phillies vs. Pittsburgh.
6. Canvasmen's Annual Dinner.

FRIDAY — MAY 11:

1. Delegates Business Session.
2. Tour of Valley Forge, Kitty Foyle's "Main Line," and dozens of points of historic interest.
3. Variety Clubs Handicap Race, at the Garden State Race Track— presentation of Variety Trophy by Mrs. Marc J. Wolf.
4. Golf Club tickets on world-renowned courses.
5. "Hey Rube" dinner.
6. World Premiere of an outstanding motion picture, direct from Hollywood, and three months before release.
7. Broadcasts of "Queen for a Day" Radio Show—complete with all its stars—many valuable prizes—only for those actually in room.
8. Open House—for visiting Movie Stars.
9. Dancing with—and under—the Stars.

SATURDAY — MAY 12:

1. Delegates Business Session.
2. (Ladies Only) Shopping and Sight-Seeing Tours.
3. Luncheon for registrants.
4. (Ladies Only) Luncheon and card party.
5. Race track or golf—informal groups.
6. Afternoon game — American League Baseball—Athletics vs. Yankees.
7. Midway Banquet—under the big top.
8. (Ladies Only) At the Swanky Latin Casino, cocktail party, hickory-broiled steak dinner, and special show.
9. Humanitarian Award, during the Ken Murray Show. Telecast before your eyes from the banquet room. Outstanding national figures present.
10. Goodbye party—dancing 'till exhaustion.

Canadian Tent 28 members are advised to write or phone Jack Chisholm—100 Adelaide St. West, PL. 3054—for registration and reservation forms.

Better Than Ever

(Continued from Page 1)

American music, even in Italy, the cradle of song.

Just as you will find the women of other countries following American fashions and styles.

Recent films based upon American legend and history: *BROKEN ARROW*, *THE MAGNIFICENT YANKEE*, *AMERICAN GUERRILLA IN THE PHILIPPINES*.

American family life in *CHEAPER BY THE DOZEN*, *FATHER OF THE BRIDE*, *ADAM'S RIB*, *APARTMENT FOR PEGGY*.

Of comedies like *BORN YESTERDAY*, *HARVEY*, *MISTER 880*, *WHEN WILLIE COMES MARCHING HOME*, *TIGHT LITTLE ISLAND*, *JACKPOT*, *FATHER'S LITTLE DIVIDEND*.

Our picture subjects like *RED SHOES*, *TALES OF HOFFMAN*, *OF MEN AND MUSIC* which employ the documentary technique to popularize great musical artists as a public service.

Or sharp and scintillating screen writing like *A LETTER TO THREE WIVES*, *TRIO*, *THE FALLEN IDOL*, *I WAS A MALE WAR BRIDE*, *THE HEIRESS*, *KIND HEARTS AND CORONETS* and especially *ALL ABOUT EVE*?

Right here let me say that *ALL ABOUT EVE* has won honors as the best pictures at home and abroad, including the Academy Oscar, not only because of the excellence of its original film story but for its screen play

(Continued on Page 9)

N.F.B. APPOINTS THREE

Three senior positions in the National Film Board's Distribution Branch have just been filled with the appointment of Miss Suzanne Barriere of Montreal as Information Screenings Officer, Maurice Crompton of Toronto as Chief of Commercial Distribution and Patrick Thomas Boudreau, a native of Cheticamp, N.S., as Quebec Regional Supervisor.

FOR SALE

Theatre amplifier, plug in record player, Auditorium and booth speakers, all in good condition. Reasonable.

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CANADIAN MOVING PICTURE DIGEST
21 Dundas Square, Toronto



Barker Bernie Samuel, otherwise known as the Honorable Bernard Samuel, Mayor of Philadelphia, buys the first ticket to the Midway Banquet, which closes the 15th Annual Convention of Variety Clubs International, in Philadelphia, Saturday evening, May 12, from Ted Schlanger, Zone Manager of Warner Bros. Theatres in the area, who is Chairman of the Banquet Committee.

FORMULA FOR TOP GROSSES . . .

JEAN **SIMMONS**
A STORY OF **SUSPENSE** AND
SIX SUPER-SUCCESSFUL FIRST RUN DATES

in

TORONTO, VANCOUVER, WINNIPEG, OTTAWA, LONDON & VICTORIA



**"THE CASE OF
THE CLOUDED YELLOW MYSTERY"**

You Too Can Give Your Box-Office a Tonic



By Booking

"THE CASE OF THE CLOUDED YELLOW MYSTERY"

From

J. Arthur Rank Film Distributors (Canada) Ltd.

RAY PRESENTS

(Continued from Page 3)

edited and narrated by Winston Barron for a "unique contribution to public information in Canada by providing a Canadian editor and giving special treatment to all its Canadian subjects"; to the "CANADIAN CAMEO SERIES," produced by B. E. Norrish and directed by Gordon Sparling for Associated Screen News and distributed by Empire Universal Films Limited, for "general and continuing standards of production"; and to "LES ANCIENS CANADIENS," a National Film Board production in the Vigie Series, distributed by Columbia Pictures of Canada Limited, selected for "making novel and skillful use of engravings and paintings to depict early struggles of French-Canadian pioneers." The film was produced by Guy Glover, directed by Bernard Devlin and narrated by Robert Gadouas.

In the Non-Theatrical Films Class Miss Pickford presented one Honorable Mention and three Special Awards. "THE OYSTER MAN," produced by Michael Spencer and directed by Julian Biggs of the National Film Board for the Department of Fisheries, received "Honorable Mention" for "the direction, photography and imaginative handling of a seemingly unpromising subject."

"WINTER ANGLING IN COMFORT" received a Special Award as "an example of expert handling of a 'tourist film' and excellent photography under difficult conditions." It was produced by Maurice Montgrain and directed by Lou Soucy for the Cine-Photography Branch of the Quebec Provincial Government. "FAMILY TREE," produced by Tom Daly with art work by Evelyn Lambert and George Dunning of the NFB, received a Special Award for "outstanding animation and musical score," and "THE FIGHT: SCIENCE AGAINST CANCER" received a Special Award for a "splendid representation of a significant social problem, and proficiency in all elements of film art, particularly animation and music." The film was produced for the National Film Board by Guy Glover, directed by Morten Parker, with John Drainie doing the commentary.

IN THE Amateur Films Class, Miss Pickford presented two Honorable Mentions. First, to "FRONTIERSMEN," the film story of the activities of the field men of the British and Foreign Bible Society in the Canadian West, produced and photographed by Emmanuel J. Heuer, and

second, to "PARKING ON THIS SIDE," an experimental film produced by Roy Little and directed by Michael Sanoillet for the University of Toronto Film Society, which was cited for "imagination and enterprise."

Five Special Commendations were presented in the Non-Theatrical Films Class by Miss Pickford. First went to "LOOK TO THE FOREST" and "TREES ARE A CROP" jointly, as interesting and differing treatments of the conservation theme, produced respectively by Donald Fraser and Evelyn Cherry for the National Film Board. The second went to Crawley Films of Ottawa for their series of films on child development produced for the McGraw Hill Company. The third Special Commendation went to James MacKay and Graphics Associates for their experimental puppet film, "BUFFOONS" and the fourth went to Crawley for their film "POWER OF PENNIES," an excellent example of a sponsored film. The National Film Board's "A FRIEND AT THE DOOR," produced by Leslie McFarlane, received the fifth Special Commendation for its comprehensive and well-photographed treatment of rural social services in British Columbia.

TWO other presentations created a good deal of interest.

On behalf of B. E. Norrish, President of Associated Screen News, Gordon Sparling presented the film "CARRY ON SERGEANT" to D. R. Michener to be placed in a Canadian Film Archive. "CARRY ON SERGEANT" is a feature film made in the studio at Trenton, Ontario, in 1928 and starring Bruce Bairnsfather, creator of "Old Bill" of World War I. Leon Shelly, President of the Association of Motion Picture Producers and Laboratories of Canada presented a plaque to be given each year for the outstanding amateur film.

The judges for the 1950 Canadian Film Awards were: Leon Shelly, President of Shelly Films, Toronto; O. J. Silverthorne, Film Censor of the Province of Ontario and Hye Bossin, Editor of the Canadian Film Weekly for Theatrical Films Class; Mrs. Yvonne Taylor of the Towne and International Cinemas, Toronto; Ernest Reid, Director with Audio Films, Toronto, and O. C. Wilson, television director with the Canadian Broadcasting Corporation and Johnny Wayne and Frank Shuster, popular radio and television comedians, for the Amateur Films Class. Wayne and Shuster are also amateur film producers themselves.



The New Paramount Theatre in Brantford, Ontario, is opened with a ribbon-cutting ceremony. The principals in photo, left to right, are: Stan Andrews, Mgr., Dan Krendel, Jules Wolfe, Jim McDonough, Bert Brown, Acting Mayor Ald. A. Pennell, and the manager of the Granada, Hamilton. The little girl presenting the scissors is the daughter of Projectionist A. Roberts, who is a member of Famous Players' 25 Year Club.



Canadian Jules Levey Has World Premiere of Fabiola

Jules Levey, producer of the multi-million dollar spectacle *Fabiola*, which will have its world premiere at the Joy Theatre in New Orleans on May 9th, left April 20 for Hollywood to arrange special showings of the lavish production which stars Michele Morgan, Henri Vidal and Michele Simon with a cast of thousands, for California exhibitors and magazine editors.

Following his stay in Hollywood, Mr. Levey will visit San Francisco, Dallas, New Orleans, Chicago, Washington and Boston for special trade showings.

Vancouver News

JACK DROY

Alex Metcalfe, Canadian head of Sovereign Films, was here conferring with Fred Stone, B.C. manager. Bill Turner, Kingsway manager, is on vacation. Johnny Cooshek from the Paradise, is taking charge of the Kingsway for two weeks. George Gerrard, Jr., local projectionist, is in charge of the booth at the new Totem Theatre in Prince Rupert which opened last week. The Park Theatre at White Rock, summer resort 25 miles from here, will play Foto-Nite each week this summer. The new owners of Sam's Theatre at Maillardville, near New Westminster, have changed the name to the Academy. Gordon Munro stays as publicity manager under the new set-up at Odeon district office.

The Film Exchange Bowling League held their annual dinner at the Pacific Club at which trophies were presented to the high scorers in the league. The MGM team won the cup presented by the Ridge Theatre, MGM beating 20th-Fox in the playoffs. The affair was voted a big success by the film row employees and their friends.

Hollywood's first version of the war in Korea, "The Steel Helmet", played to packed houses at the Columbia in New Westminster, while youthful pickets outside urged patrons to stay away. The pickets were members of the National Federation of Labor Youth. The outfit also picketed the Capitol in Victoria, but took no action when it played Vancouver's International Cinema recently. Police took no action in either of the two theatres. Theatre men say that the pickets increased business.

Heartbeat Story Bought

Jack L. Warner announces the purchase by Warner Bros. of an original screenplay entitled "Heartbeat" by Jacques Le Marechal and assigned it for early production to Producer Robert Sisk.

"Heartbeat" is a modern love story told against a background of a Pacific Coast city.

Rage of the Vulture

Charles Boyer has been signed to appear in "Rage of the Vulture," joining a stellar lineup which also includes Alan Ladd, Deborah Kerr and Corinne Calvet.

Boyer will play the role of Singh, a Sorbonne-educated Hindu. The film, with a background of modern India, went before the cameras March 26th. Charles Vidor is directing the Paramount film.

With the advent of safety film in the Vancouver area, film exchanges which have been short of storage space, are now building racks for films in their exchanges outside of the regular vaults with no vents necessary. Film storage has been a problem for the past ten years to the distributors.

Odeon circuit will spend \$45,000 renovating the now closed Lonsdale Theatre in North Vancouver. The theatre was built in 1911 as an opera house and has been used in recent years for community productions. Odeon after alterations will run a straight film program, officials said. It will be run in conjunction with the Odeon Theatre, a block away. North Vancouver business men are also building a 1000-seat house which will be called the Shoreview, and an outdoor theatre will also open in that section late this month, when the Lions Drive-in opens. It will handle 300 cars. In 1945 the population of this area was approximately 17,500. Today it is over 30,000.

Prairie News

By BRUCE PEACOCK

Construction of Regina's first neighborhood theatre will start as soon as materials are available, according to Isador Reinhorn, owner of the Roxy theatre and president of the Regal Amusement Co. Ltd., with Roxy theatres in Nipawin and Cammore, Sask. City council has approved erection of a theatre by Mr. Reinhorn in the northwest section of the city, two lots to be used for the building and one for a parking area.

Cost of the brick and concrete structure is estimated at \$60,000, with another \$30,000 to go into all-new furnishings and equipment. Seating capacity is expected to be more than 600. The theatre, 50 feet wide and 125 feet long, will have a two-storey front with available office space. Glass will be used extensively across the front and a feature of the interior will be a children's nursery, with an attendant in charge.

Leo Mascioli, well known north country exhibitor passed away Tuesday April 24.

Mrs. Jim Powis, wife of Jim Powis, head booker at 20th Century - Fox, Toronto, died Monday, April 23rd.

Better Than Ever

(Continued from Page 6)

writing, its direction, its acting, its sound recording, its costume designing and above all its adult dialogue.

The documentary technique has improved remarkably since THE HOUSE ON 92ND STREET, with 13 RUE MADELEINE, NORTHSIDE 777, STREET WITH NO NAME, THE IRON CURTAIN and THE SEARCH.

Today the world is used as the motion picture stage. Look at the pictures which have been produced in their actual story locales: PRINCE OF PEACE, THE BLACK ROSE, THE MUDLARK, QUO VADIS, KING SOLOMON'S MINES, KIM and many others. Our company alone is now producing a Gaucho story in Argentina; has just completed an Australian pioneer story called KANGAROO; NO HIGHWAY in London, THE BALLET STORY in Indonesia, DECISION BEFORE DAWN in Germany, the story of ZAPATA in Mexico.

Look how the motion pictures of today tread on grounds that once were practically forbidden. Shakespearean subjects such as HAMLET and HENRY V, Rostand's CYRANO DE BERGERAC; religious subjects such as GOING MY WAY, SONG OF BERNADETTE, KEYS OF THE KINGDOM, COME TO THE STABLE, GOD NEEDS MEN, I'D CLIMB THE HIGHEST MOUNTAIN and the forthcoming DAVID AND BATHSHEBA and QUO VADIS.

Political issues have been presented in subjects like WILSON, ALL THE KING'S MEN, BOOMERANG, THE WINSLOW BOY and THE ENFORCER.

On mental health, THE SNAKE PIT, whose contribution to humanity resulted in millions being appropriated for hospital improvements.

On Alcoholism — as in LOST WEEKEND; on public health — PANIC IN THE STREETS; on the war disabled — THE MEN and THE BEST YEARS OF OUR LIVES.

On intolerance — such pictures as CROSSFIRE, PINKY, GENTLEMAN'S AGREEMENT, INTRUDER IN THE DUST, LOST BOUNDARIES, HOME OF THE BRAVE, and now the Italian picture, ANGELO, which depicts parental love rising above race and is magnificent in its simplicity.

On the realism of war, like HALLS OF MONTEZUMA, YOU'RE IN THE NAVY NOW, SANDS OF IWO JIMO, BATTLEGROUND, and soon to be released, THE FROGMEN.

Pure documentary subjects, such as LOUISIANA STORY, KONTIKI, FAREWELL TO YESTERDAY and WHY KOREA?, the last showing the evils of communism.

(Continued on Page 11)

Views and Reviews

JACKIE ROSS

ROYAL WEDDING (MGM) in Technicolor, with Fred Astaire, Jane Powell and Keenan Wynn.

Name your handful of biggest grossers for the year and we'll bet that Royal Wedding will land up topping at least half of them. From the box-office point of view, the picture has everything—star power, color, music, comedy and production values plus. In fact, while on the subject of production values, there is one sequence built around the tune, I Left My Hat in Haiti, which alone should entitle Royal Wedding for 1951 Oscar consideration in the art direction and costume design category—it literally knocks your eye out.

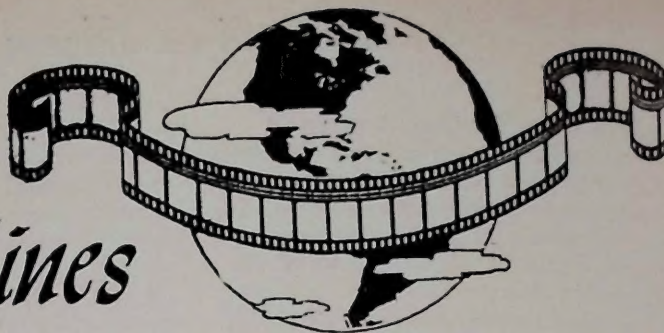
Getting back to the more marketable values of the picture, Fred Astaire playing the role of the brother in a brother-sister dance team which is playing a show in London during the Royal Wedding, has never been better. It seems he's one of those remarkable fellows who grows better as he grows older. And I assume that you've all heard by now of the much discussed dance number (written up in *Life Magazine*) in which he dances on the ceiling. As his sister who, on the side, falls in love with Peter Lawford, Jane Powell is more than adequate. Since she was cast in the role as a replacement for Judy Garland, comparison is inevitable. Well, in a word, she just hasn't got what Garland had in her hey-day and what, from London reports, she still has. But under Stanley Donen's expert direction, Miss Powell is creditable and quite charming and, furthermore, it is not at all unlikely that her popularity will eventually outdistance Garland's since she is much more pallid a personality and much more a synthetic director's creation, a combination which has seemed in other cases to sit well with the great audience.

We must have one last word about Keenan Wynn who plays a dual role as the act's American agent and his twin brother, their London agent. Simultaneous conversations between the two, each occupying half the screen, are intensely funny and give a well-needed comedy relief to really make this varied and entertaining.

I CAN GET IT FOR YOU WHOLESALE (20th-Fox) with Susan Hayward, Dan Dailey and Sam Jaffe.

If pocket edition sales are any indication, Jerome Weidman's atavistic 7th Avenue monster, Harry Bogen, is a pretty familiar figure to the North American Public and, after reading in the trade papers that 20th-Fox had turned this character into a woman for their screen adaptation of *I Can Get It For You Wholesale*, one had serious misgivings as to just how well the public would take the switch. Having seen the completed film, I would like to opine that those fears were entirely groundless. With the exception of the surrounding atmosphere (which appears very authentic to one who has never been on 7th Avenue) and the names of the chief characters, the movie version has so little in common with the novel that comparisons are out of the question. *I Can Get It For You Wholesale* might just as well be considered as an

TRADE headlines



MGM's advertising on *Father's Little Dividend* reveals their tale is told, but it is diapered for a Toronto Loew's first run.

20th Century-Fox musical film event of *Men and Music*, opened at Odeon's Hyland this week, Toronto.

MGM's *Royal Wedding* with Fred Astaire and Jane Powell is in its third week of box-office celebration at Loew's — Toronto.

Columbia's *Valentino* with Anthony Dexter in second week's run Odeon-Carlton, Toronto.

Earthquake rocks Hawaii for two minutes — no major damage.

William F. Rodgers, MGM distribution head addresses Motion Picture Advertisers luncheon — hits pessimism, calls for enthusiasm and confidence.

Canadian Defence Production Minister Howe urges not to start new theatre projects — steel for building and reconstruction impossible to get.

Fifty Mexican films distributed in U.S. make more profit than 400 Hollywood features distributed in Mexico.

Bernard G. Kranze becomes Executive-Assistant to William J. Heineman, U.A.

Mr. Leo Dolan, Canadian Minister of Travel and Publicity, special guest of honor at Shea's Theatre, Toronto, April 30 in connection with Warner's "Neighbor Next Door" short subject which opened this Friday.

Italian delegation return to Rome with two-year Italo-American tentative agreement.

original screenplay for all the resemblance it bears to the general intent of the original.

In the Fox version, Susan Hayward is a talented designer with a driving ambition and a flair for business who zooms to the top using other people for fuel. When she finally arrives (arrival being a suite on a Paris-bound liner with adjoining rooms, one for her and one for George Sanders, king of the haut couturier) she decides that she really loved Dan Dailey all along even though he can't offer her a suite on a luxury liner and so she goes back to him,

a sadder and wiser girl. Somewhat corny, but fortunately for the fate of the picture, the minor characters and an amazing performance by Dan Dailey rescue it from a tawdry fate. Dailey plays a straight role as a travelling salesman in a manner indicating he may have been wasting his time tapdancing with Betty Grable. Stuck with a pretty trite part, he makes it into a characterization. Kudos to Mr. Dailey.

In addition to this, Sam Jaffe, Barbara Whiting and Marvin Kaplan carry off supporting roles with much style and, in the case of the latter two, some hilarious com-

Are Movies Better Than Ever?

(Continued from Page 9)

Movies have improved to the extent that even our educators make them a classroom help. As William H. Hartley, as spokesman for the National Educational Association puts it, films stimulate the pupil "with dramatic episodes which breathe life into the history lesson." Excerpts from a great many recent pictures have been taken into classrooms. As an educational force, the motion picture is hailed by President Truman for enlarging the horizons of people everywhere.

From a more general standpoint, a report of the General Federation of Women's Clubs to its 11 million members records 122 films released in the 10 months ending March 1, 1951, with this comment of Mrs. Dean Gray Ed-

wards, Chairman of Motion Pictures for the Federation:

"The substantial number and variety of good motion pictures released during this period lends credence to the film industry's claim that there is no shortage of good motion pictures."

Parents Magazine has taken note of what it calls a rise in the number and quality of family films.

Of the films released in 1950, 66 won film citations of all kinds, which is the highest so far.

In a New York newspaper the other day, I found 32 listed in its film guide and 24 of them were better motion pictures because they included most of the films I have mentioned here.

Gen. Eisenhower, Gen. MacArthur

and other great leaders have acclaimed the motion picture as a weapon of democracy. Gen. MacArthur has stated that it helped to democratize the Japanese people and Edward Barrett of the State Dept. feels that American motion pictures "did much to tell democracy's story abroad as any of the national agencies created especially for that purpose."

Now, ladies and gentlemen, since motion pictures have become the people's prized entertainment, the average citizen feels that they belong to him and that he can criticize them as he pleases.

Since movies are close to his heart, and a part of his life, he feels that he is an authority — as he truly says — with regard to what he enjoys.

He takes motion picture improvement for granted, and that is one reason why so many critics do not realize the constant improvement in the quality of movies.

This average man may forget about bad books and poor plays, but he will not forgive a bad motion picture. We welcome his criticism.

But our severest critics, and the ones we take exception to, are people who don't go to the movies.

I have attempted in the best way I know how to present to you why the movies all over the world have improved very much over the past. But it is only justice and fair to say that the American movies are pre-eminent throughout the world and if it were not for the American movies the majority of theatres in the world would be out of existence today.

Hollywood has advanced because it let the bars down by inviting artists and creative minds from every part of the globe. The great progress that was made in the studios here was reflected in studios of all other countries of the world.

Out of this has grown a spirit of universal artistic competition calling forth in every country the finest native genius.

Out of this has grown the freedom of expression that enables the screen to illuminate the ways of liberty to all men.

In this climate of freedom with responsibility, the motion picture has grown to a stature in keeping with the aspirations of the humblest and highest in all lands.

It has been enriched by experience, technical progress and artistic growth.

It is fearless in treading upon new ground, and there are no decent barriers that it will not cross in bringing light to mankind.

For all these reasons I humbly present to you my thesis, and that of all my associates, who join with me tonight in expressing thanks for the opportunity to proclaim in the hallowed halls of Harvard, that Movies Are Better Than Ever.



Use This Information As Your Guide on Release Dates

TORONTO

IMPERIAL

Second Week. Bird of Paradise (20th-Fox) Technicolor with Debra Paget and Louis Jourdan.

LOEW'S

Third Week. Royal Wedding (MGM) Technicolor with Fred Astaire and Jane Powell.

UPTOWN

Second Week. Meet the Invisible Man (E-U) with Bud Abbott and Lou Costello.

SHEA'S

Second Week. Branded (Paramount) Technicolor with Alan Ladd and Mona Freeman.

UNIVERSITY-NORTOWN

Second Week. Payment on Demand (RKO) with Bette Davis and Barry Sullivan.

ODEON-CARLTON

Second Week. Valentino (Col.) Technicolor with Eleanor Parker and Anthony Dexter.

INTERNATIONAL CINEMA

Fifth Week. Cyrano de Bergerac (UA) with Jose Ferrer and Mala Powers.

DOWNTOWN

Double Crossbones (E-U) and Flame of Stamboul (Col.).

HYLAND

Of Men and Music (20th-Fox) with Artur Rubinstein and Jascha Heifetz.

VICTORIA- EGLINTON

Vendetta (RKO) and Footlight Varieties (RKO).

WINNIPEG

CAPITOL

Samson and Delilah (Para.) Technicolor with Hedy Lamarr and Victor Mature.

LYCEUM

Stage to Tucson (Col.) Technicolor with Rod Cameron and Wayne Morris.

MET

The Sword of Monte Cristo (20th-Fox) Super-cinacolor with George Montgomery and Paula Corday.

ODEON

The Clouded Yellow (JARO) with Jean Simmons and Trevor Howard.

GARRICK

Ma and Pa Kettle Back on the Farm (E-U) with Marjorie Main and Percy Kilbride.

VANCOUVER

HASTINGS

Belle Le Grand (Rep.) with Vera Ralston and John Carroll.

VOGUE

Ma and Pa Kettle Back on the Farm (E-U) with Marjorie Main and Percy Kilbride.

STUDIO

Tony Draws a Horse (JARO) with Cecil Parker and Anne Crawford.

CAPITOL

Three Guys Named Mike (MGM) with Jane Wyman and Van Johnson.

STRAND

Third Week. Born Yesterday (Col.) with Judy Holliday and William Holden.

MONTREAL

CAPITOL

The Enforcer (WB) with Humphrey Bogart and Jeff Corey.

LOEW'S

Bird of Paradise (20th-Fox) Technicolor with Debra Paget and Louis Jourdan.

PALACE

Second Week. Born Yesterday (Col.) with Judy Holliday and William Holden.

PRINCESS

Vengeance Valley (MGM) Technicolor with Burt Lancaster and Robert Walker.

ORPHEUM

Three Husbands (UA) with Eve Arden and Emlyn Williams.

CALGARY

CAPITOL

Operation Pacific (WB) with John Wayne and Patricia Neal.

PALACE

Vengeance Valley (MGM) Technicolor with Burt Lancaster and Robert Walker.

GRAND

Dead On Arrival (UA) and Guilty of Treason (JARO).

UPTOWN

Second Week. Lullaby of Broadway (WB) Technicolor with Doris Day and Gene Nelson.

SAINT JOHN

CAPITOL

Bonnie Prince Charlie (London) Technicolor with David Niven.

PARAMOUNT

Lemon Drop Kid (Para.) with Bob Hope and Marilyn Maxwell.

A MILESTONE of SCREEN GREATNESS

starring Dana ANDREWS
and Richard CONTE

Produced and Directed by
Lewis MILESTONE



You'll Cry
THROUGH YOUR
CHEERS!

You'll Laugh
THROUGH YOUR
TEARS!

"MAGNIFICENT!"
—LOOK MAGAZINE

"EXCITING!"
—EAGLE WILSON

SALERNO BEACHHEAD

AN
ALLIANCE FILMS LTD.
RELEASE

"THE
PICTURE
OF THE
MONTH!"

—REDBOOK MAGAZINE

